

Clark County
Quit Line Data Summary
 July 1 - September 30, 2003

	County	State
Number of Calls to Quit Line	N = 150	N = 2,935
Percent of Statewide Calls	6.2%	100.0%
Percent of State Population in County¹	5.9%	100.0%

	County %	State %
Gender	N = 146	N = 2,565
Female	70.5%	63.8%
Male	29.5%	36.2%
Race/Ethnicity	N = 135	N = 2,185
People of Color	9.6%	13.0%
White	90.4%	87.0%
Age	N = 146	N = 2,379
Less than 18 years old	1.4%	1.7%
18 - 24 years old	11.6%	15.7%
25 - 34 years old	33.6%	23.3%
35 - 44 years old	26.0%	26.0%
45 years and older	27.4%	33.2%
Education	N = 138	N = 2,267
Did not graduate high school	21.0%	19.5%
High school graduate	40.6%	33.3%
Some college/vocational school	31.2%	35.3%
College graduate	7.2%	11.9%
Caller Type	N = 150	N = 2,685
General Information	2.7%	10.5%
Health care provider	1.3%	3.2%
Tobacco user	96.0%	86.3%
Payer Type	N = 115	N = 1,774
Insured	27.0%	29.4%
Uninsured	34.8%	30.4%
Medicaid	38.3%	40.2%
Heard About	N = 120	N = 2,220
Past caller	17.5%	14.0%
Employer/worksites	0.8%	1.1%
Health care provider	26.7%	29.8%
Television	14.2%	13.7%
Outdoor advertisement (billboard/bus/wall)	0.8%	4.7%
Targeted mailing	0.0%	0.0%
Great Start	0.0%	0.1%
Radio	0.0%	1.1%
Newspaper/Magazine	0.0%	0.5%
Brochure/Newsletter	10.0%	5.6%
Family or friend	25.8%	24.7%
Health Department	4.2%	4.1%
School	0.0%	0.6%